

**THERMAL-DYE-TRANSFER MEDIA FOR LABELS COMPRISING
POLY(LACTIC ACID) AND METHOD OF MAKING THE SAME**

CROSS-REFERENCE TO RELATED APPLICATION

5 Reference is made to commonly assigned, ~~co-pending~~ U.S.
7,078,368
Patent Application by Thomas M. Laney et al. (~~Docket 87437~~) filed of even
date herewith entitled "THERMAL-DYE-TRANSFER MEDIA FOR
LABELS COMPRISING POLY(LACTIC ACID) AND METHOD OF
MAKING THE SAME" and commonly assigned, U.S. Patent Application by
7,078,367
10 Thomas M. Laney et al. (~~Docket 87536~~) filed of even date herewith entitled
"THERMAL-DYE-TRANSFER RECEIVER ELEMENT WITH
POLYLACTIC-ACID-BASED SHEET MATERIAL."

FIELD OF THE INVENTION

15 The invention relates to high-quality pressure-sensitive labels
for application to packages.

BACKGROUND OF THE INVENTION

 Pressure-sensitive labels are applied to packages to build brand
awareness, show the contents of the package, convey a quality message
regarding the contents of a package, and supply consumer information such as
20 directions on product use, or an ingredient listing of the contents. Printing on
the pressure-sensitive label is typically done using gravure printing or
flexography. There is a continuing need to improve the visual appeal of labels
to increase shelf awareness of products. Prior-art printed labels have
attempted to provide improved visual information on labels by utilizing
25 multiple print stations in a printing press to achieve "photographic quality."
While nine color presses do provide a good image, thermal-dye transfer
systems is an alternative that can potentially provide images having depth,
excellent flesh tone replication, excellent tone scale, and superior image
sharpness.

30 Prior-art labels that are applied to packages comprise a base for
holding the image and a pressure-sensitive adhesive, previously attached to a